



LATVIA MEDIA LANDSCAPE

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Country Overview

LANDLOCKED BETWEEN ESTONIA AND LITHUANIA

Overview of Latvia



CAPITAL
Riga

GDP
\$34.3 billion

REGION
Europe

POPULATION
1,913,822

GDP PER CAPITA, PPP
\$32,241

AREA
64,589 SQ.KM

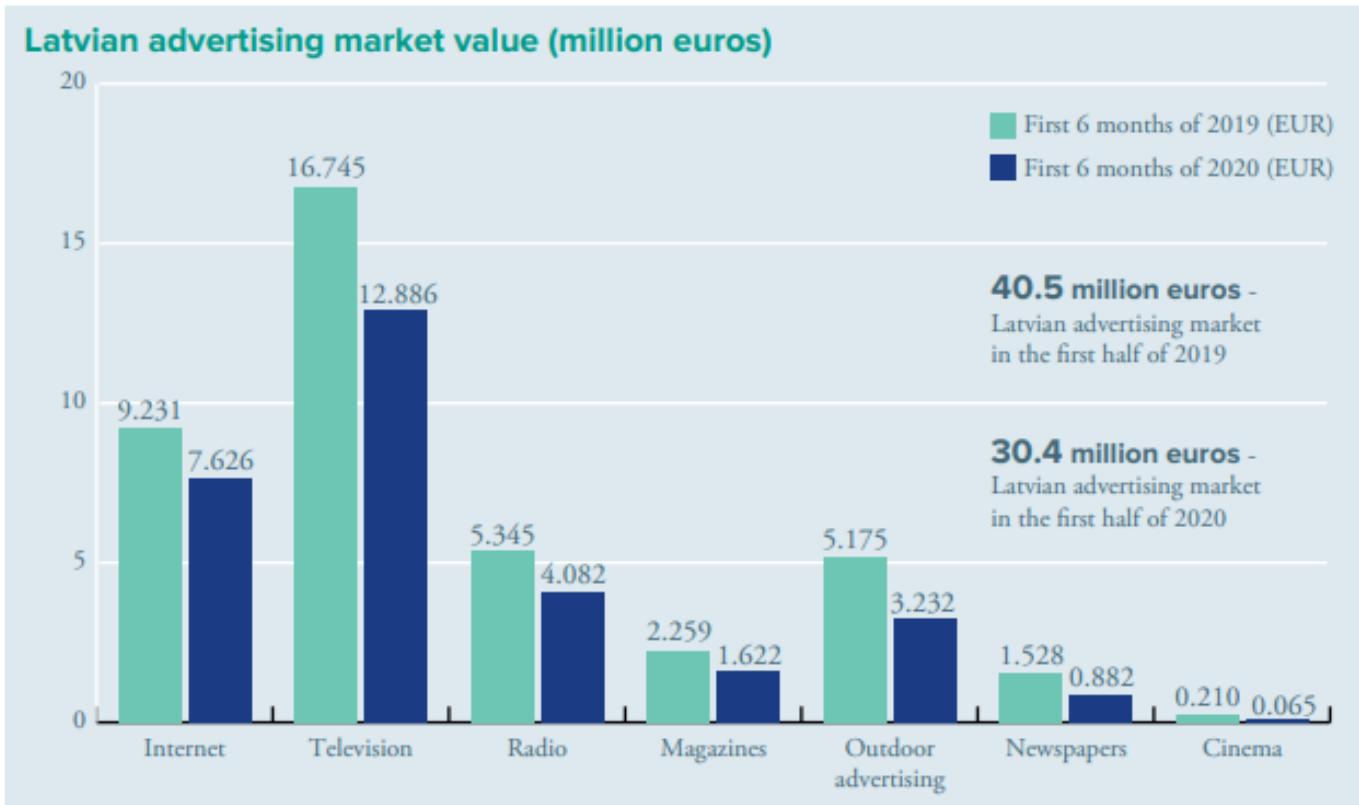
On the edge of Eastern Europe, Latvia sits nestled between Estonia and Lithuania. The trio form the Baltic states and share roots in early tribal settlers.

Once it declared independence from a collapsing Soviet Union, Latvia quickly grew a successful economy, based heavily in agriculture and timber.

Latvia is a member of many international organizations, including the United Nations, World Bank, the Council of Europe and the World Trade Organization.

Media Consumption Overview

TV HOLDS THE MEDIA CROWN

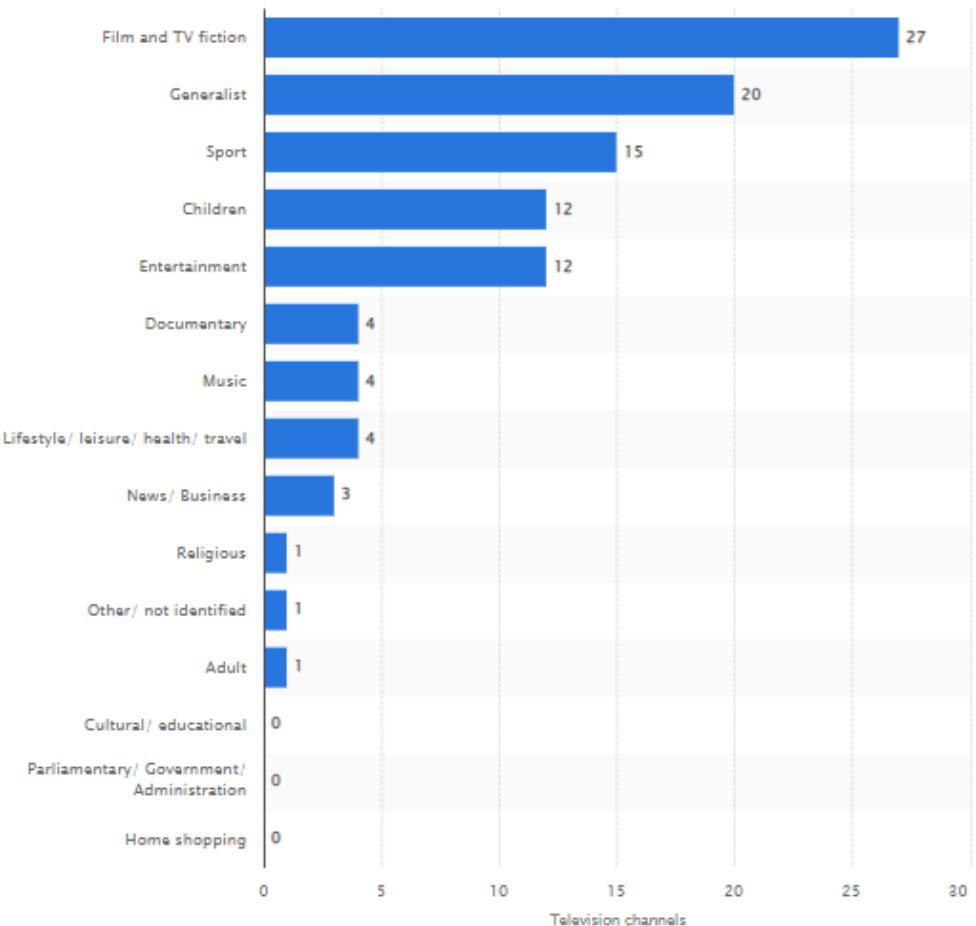


- Population of Latvia still prefers television over other media (89% of respondents)
- 83% of the population listen to the radio, 79% read news on the Internet, 72% use social media, 71% read the press in print or online

TV Consumption

FILM AND TV FICTION CHANNELS ARE MOST IN DEMAND

TV Channels Available In Latvia 2020, By Genre



- TV3 accounts for 10.8% of the total TV viewing time.
- The second most watched channel LTV1's viewing time was 10.1%.
- Viewers spend an average of 4 hours 30 minutes a day watching TV in 2020, about 7 minutes more than in 2019.

TV Consumption

TOP TV CHANNELS



LTV1

Market Share: 9.6%

Latvijas Televīzija is the state-owned public service television broadcaster in Latvia. LTV operates two channels, LTV1 in Latvian and LTV7. LTV 1, the free-to-air channel broadcasts documentaries, news, politics, satire, series and films.



TV3

Market Share: 9.5%

TV3 Latvia is a Latvian commercial television channel targeted at a Latvian language audience owned by All Media Baltics. TV3 shows international and Latvian language programs.



NTV Mir Baltic

Market Share: 6.6%

NTV is a Russian free-to-air television channel. NTV Mir Baltic broadcasts to the Russian-speaking community in Latvia.

Print Consumption

READERSHIP IS CURRENTLY THE LOWEST IT HAS BEEN IN YEARS

Press freedom index in Latvia from 2013 to 2021



- Print media has been losing ground in recent years partly due to a global trend which sees the emergence of online news outlets
- There are 2 major Latvian-language dailies; *Diena* and *Latvijas Avīze*

Print Consumption

TOP PRINT TITLES



MK Latvija

Circulation: 45,000

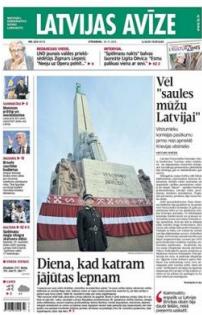
MK Latvija is Latvia's leading weekly paper. It is published in Russian and for this reason particularly popular among the country's Russian-speaking population. It is Latvia's most widely read weekly.



Diena

Circulation: 31,000

The daily newspaper Diena is one of Latvia's most popular newspaper. It's published in Latvian language and has a liberal political orientation.



Latvijas Avīze

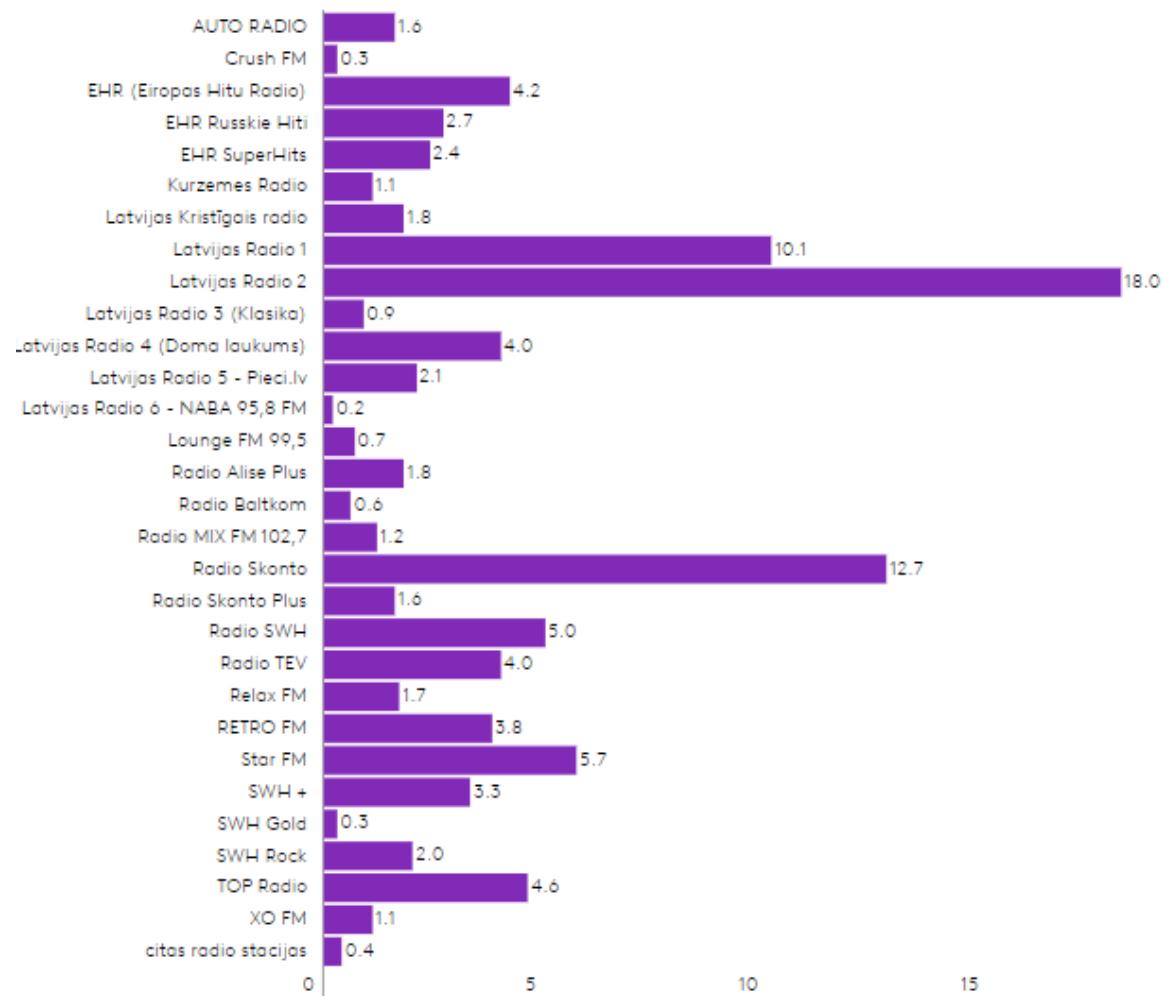
Circulation: 11,470

Latvijas Avīze is a Latvian language national daily newspaper in Latvia, published in Riga. It mostly deals with issues affecting rural Latvia - problems in the agricultural sector feature prominently. Latvijas Avīze's stance is decidedly national conservative.

Radio Consumption

86% OF LATVIANS LISTEN TO RADIO PER WEEK.

Percentage share of listening time on Radio Stations (2021)



- On average in the week, 86% or 1.324 million inhabitants of Latvia listened to the radio.
- During the autumn 2020 and winter 2021 study period, one radio listener spent 4 hours and 3 minutes on average daily listening to radio.
- The majority of the listening time is taken by the radio station **Latvijas Radio 2** – 18.3% of the total radio listening time.
- The second place is taken by **Radio Skonto**, with a 12.7% share of listening time, and in third place the radio station **Latvijas Radio 1** with a 9.8% share of listening time.

Digital Consumption

INTERNET PENETRATION RATE STOOD AT 92% OF THE TOTAL POPULATION AT THE START OF 2022

FEB
2022

ESSENTIAL DIGITAL HEADLINES

OVERVIEW OF THE ADOPTION AND USE OF CONNECTED DEVICES AND SERVICES



LATVIA

TOTAL
POPULATION



KEPIOS

1.86
MILLION

URBANISATION

68.6%

CELLULAR MOBILE
CONNECTIONS



KEPIOS

2.63
MILLION

vs. POPULATION

141.4%

INTERNET
USERS



KEPIOS

1.71
MILLION

vs. POPULATION

92.0%

ACTIVE SOCIAL
MEDIA USERS



vs. POPULATION

78.0%

Digital Consumption

SOCIAL MEDIA USERS INCREASED BY 70 THOUSAND (5.1%) BETWEEN 2021 AND 2022

FEB
2022

OVERVIEW OF SOCIAL MEDIA USE

HEADLINES FOR SOCIAL MEDIA ADOPTION AND USE (NOTE: USERS MAY NOT REPRESENT UNIQUE INDIVIDUALS)



LATVIA

NUMBER OF SOCIAL
MEDIA USERS



**1.45
MILLION**

SOCIAL MEDIA USERS
vs. TOTAL POPULATION



78.0%

SOCIAL MEDIA USERS
vs. POPULATION AGE 13+



91.3%

YEAR-ON-YEAR CHANGE
IN SOCIAL MEDIA USERS



+5.1%
+70 THOUSAND

FEMALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



54.9%

MALE SOCIAL MEDIA USERS
vs. TOTAL SOCIAL MEDIA USERS



45.1%

Digital Consumption

FACEBOOK'S AD REACH WAS EQUIVALENT TO 51.1% OF THE LOCAL INTERNET USER BASE (JAN. 2022)

FEB
2022

WEB TRAFFIC REFERRALS FROM SOCIAL MEDIA

SHARE OF WEB TRAFFIC ARRIVING ON THIRD-PARTY WEBSITES VIA CLICKS OR TAPS ON LINKS PUBLISHED IN SOCIAL MEDIA PLATFORMS (ANY DEVICE)



LATVIA

FACEBOOK



64.40%

YEAR-ON-YEAR CHANGE
+7.0% (+424 BPS)

TWITTER



17.64%

YEAR-ON-YEAR CHANGE
+13.2% (+206 BPS)

PINTEREST



7.60%

YEAR-ON-YEAR CHANGE
-52.6% (-844 BPS)

INSTAGRAM



4.96%

YEAR-ON-YEAR CHANGE
+122% (+273 BPS)

YOUTUBE



2.47%

YEAR-ON-YEAR CHANGE
-15.4% (-45 BPS)

REDDIT



1.41%

YEAR-ON-YEAR CHANGE
+72.0% (+59 BPS)

TUMBLR



0.65%

YEAR-ON-YEAR CHANGE
-41.4% (-46 BPS)

LINKEDIN



0.38%

YEAR-ON-YEAR CHANGE
[UNCHANGED]

VKONTAKTE



0.35%

YEAR-ON-YEAR CHANGE
-49.3% (-34 BPS)

OTHER



0.14%

YEAR-ON-YEAR CHANGE
+75.0% (+6 BPS)

Let's Discuss

Tel: +971 4 425 3300

Email: info@themediavantage.com

Website: www.themediavantage.com

Location: 8th Floor, Reef Tower, Cluster O, JLT, Dubai,
UAE

